

# Key Account Management

*in B2B Markets*



# Key Account Management

## 80% of Sales from 20% of Customers

In many companies 80 % of sales is coming from 20 % of the customers. However, are they contributing 80 % of the profits? If not, a Key Account Management (KAM) approach may well be the only solution to solve this dilemma. KAM is not a sophisticated sales technique; it is an integrated company approach to dealing with important or strategic clients of a company.

The objectives of a KAM programme are to provide more added value to the customer, increase customer intimacy and enhance relationships in different business areas such as R&D, innovation, supply chain, etc. A well-managed KAM relationship will result in long term loyal relationships while improving profitability for both parties.

The Key Account Manager is playing a crucial role in this relationship. They need to avail of a unique set of strategic planning, value added selling, negotiating and interpersonal skills. Successful Key Account Managers are trusted advisers for their clients while aligning and managing their company teams without formal authority.

## Who should attend?

This 3-day programme is ideal for :

- Managers who are responsible (or aiming) for managing Key (Global, Strategic, Major, Large,...) Accounts
- Key Account Team Managers or Directors
- Sales, Marketing, Commercial or Business Unit Managers or Directors

**Global**  
**Commercial**  
**Business**  
**Team**  
**Key**  
**Managers**  
**responsible**  
**Major**  
**Account**  
**Unit**  
**Marketing**  
**Sales**  
**Large**  
**aiming**  
**managing**  
**Strategic**



# How you will benefit?

## Key Benefits for You

### Learn How to:

- Build strategies to **grow your Key Accounts**
- Develop powerful **Key Account plans**
- Know how to move from transactional sales techniques to a **strategic selling approach**
- Know how to get to real **customer insight**
- Deep dive into the clients organization structure and **decision making processes**
- Explore the building of powerful **Customer Value Propositions**
- Grow **customer intimacy and loyalty**
- Know how to build long term **customer enterprise-level relations** up to the C-Suite
- Create and manage a **Key Account Team**
- Know how to **manage without formal authority**
- Practise some **effective communication skills**
- **Apply the learning** to your own organization



## Key Elements of the Programme

### Before participating in the programme:

- Pre-workshop participant on-line questionnaire
- Reading of selected relevant articles
- Participants to select a Key Account and collect related data to prepare individually work during the workshop

### During the programme:

- Highly interactive presentations
- Best practice sharing and peer learning
- Group discussion and hands-on work in syndicate groups
- Practise using business tools, frameworks and methods

### After participating in the programme:

- Receive additional reading material
- Post-workshop audit after 6 weeks

# What will you learn and practise?

## Module 1 - Key Account Management Core Concepts

- Key Account Management: what is it, what is it not and KAM myths
- The new reality of B2B sales, marketing and supply
- The different stages of Key Account Management
- Key Account Management as a Sales System
- Identifying and selecting Key Accounts
- Learning from top performers in Key Account Management
- Key Account Management Audit of your company

## Module 2 - Knowing your Key Accounts

- The customer buying cycle and Decision-Making Units
- Relationship Mapping – Building the relationship
- Getting to Customer Insight – The Empathy Map Canvas
- Identifying the value drivers of your Key Accounts
- Value Based Pricing
- Customer Value Propositions
- Practical applications on your Key Account

## Module 3 - Key Account Management Planning

- Mapping the Competitive Landscape
- Recording company internal Strengths and Weaknesses
- Elaborating and using the SWOT analysis
- Setting SMARTER Key Account goals
- Building strategies and initiatives for acquiring, growing and protecting Key Accounts
- Developing your Key Account Plan Framework
- The KAM Plan: practical application

## Module 4 - Key Account Management Implementation

- Communication your Key Account Plan and getting to the 'triple buy-in'
- Implementation: the six Key Account Manager's roles
- Monitoring implementation progress: balancing short and long term
- Customer Centricity – the unique competitive advantage
- Key Account Plan Review & reporting cycle
- Measuring and strengthen relationships with Key Accounts
- Practical applications on your Key Account


## Module 5 - Leading without Authority

- Leadership versus management
- Building high-performance Key Account Teams
- Leading without authority
- Communicating and working at c-suite enterprise levels
- Your leadership style: the Platinum Rule®
- Dealing with change
- Closing: Mini Case Study

## Module 6 - Conclusions

- The present-day Key Account Manager profile
- Key learning points
- Your Personal Action Plan
- Next steps

## Practical details

 <b>Duration</b>	3 Days
 <b>Type</b>	Classroom
 <b>Price</b>	€3450



ALSO AVAILABLE AS AN  
IN-COMPANY PROGRAMME

 **Register Now**

-  **+32 (0)2 543 21 20**
-  **registration@mce.eu**
-  **www.mce.eu**